

## Remarks

Claims 1-32 are currently pending and stand rejected. Claims 1, 14, and 25 have been amended. Applicants assert that the claims are now in condition for allowance as set forth more fully below.

### 103 Rejections

Claims 1-7, 9-12, 14-20, and 23-32 stand rejected under 35 USC 103(a) as being unpatentable over Getchius (US Pat 6,643,640) in view of Visconti (US Pat 6,876,973). Claims 8, 13, 21, and 22 are rejected as being unpatentable over Getchius in view of Visconti and further in view of Zamora-McKelvy (US Pat 5,991,770). However, amended claims 1, 14, and 25 now include additional recitations that further distinguish these claims from the cited references.

For instance, amended claim 1 recites a computer readable medium encoded with structured information for expressing specific business content, the structured information ...wherein a portion of the structured information includes at least one element of at least one category that is flagged as representing voice portal content while another portion of the structured information includes at least one element of at least one category that is flagged as representing text for a wireless pocket pager advertisement. These recitations are not disclosed in the cited references, singly or in combination, as the cited references do not contemplate repurposing content for voice portals or for wireless pagers. Accordingly, claim 1 and its dependent claims are allowable over the cited references for at least these reasons.

Amended claim 14 recites a method of organizing information of at least one particular business related to content ...receiving content corresponding to the plurality of categories and the plurality of elements into an XFDF format form corresponding to a document type definition (DTD), arranging the categories and elements in a hierarchical structure that is populated with the content received into the XFDF form by applying an XSL transformation to the content of the XFDF format to produce extensible markup language (XML) format data having the hierarchical structure in accordance with the DTD, encoding a computer readable format with the XML format data having the hierarchical structure, and encoding the computer readable format with the XML format

data having the hierarchical structure for each particular business that is related to the content. These recitations are not disclosed in the cited references, singly or in combination, as the cited references are not concerned with creating the business content within the hierarchical structure by receiving it via an XFDF form and then converting it to XML via an XSLT. Accordingly, claim 14 and its dependent claims are allowable over the cited references for at least these reasons.

Amended claim 25 recites a method of organizing and storing information for at least one particular business... organizing the categories and elements related to the business specific content for each of the particular businesses in a hierarchical structure, wherein the hierarchical structure includes a separate instantiation of the categories and elements for each of the particular businesses in accordance with the format selected in step (a). Claim 25 further recites wherein the hierarchical structure corresponds to a document type definition (DTD), receiving information for each of the particular business via an XFDF format form corresponding to the DTD, storing information for each of the particular businesses in accordance with the hierarchical structure and the selected XML format by applying an XSL transformation to the information of the XFDF format form such that the information pertinent to one particular business is stored in the instantiation of categories and elements pertinent to that one particular business. Additionally, claim 25 recites instantiating the stored information of the hierarchical structure in a predetermined format, wherein instantiating the stored information in a predetermined format comprises applying at least a portion of the stored information to a text-to-voice system of a voice portal and wherein instantiating the stored information in a predetermined format further comprises sending a text message advertisement including at least a portion of the stored information to a wireless pager. These recitations are not disclosed in the cited references, singly or in combination, for both the reasons set forth above for claim 1 as well as the reasons set forth above for claim 14. Accordingly, claim 25 and its dependent claims are allowable over the cited references for at least these reasons.

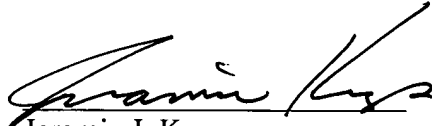
Conclusion

Applicants assert that the application including claims 1-32 is now in condition for allowance. Applicants request reconsideration in view of the amendments and remarks above and further request that a Notice of Allowability be provided. Should the Examiner have any questions, please contact the undersigned.

No fees are believed due beyond the fee for continued examination. However, please charge any additional fees or credit any overpayment to Deposit Account No. 50-3025.

Respectfully submitted,

Date: September 29, 2005

  
Jeramie J. Keys  
Reg. No. 42,724

Withers & Keys, LLC  
P.O. Box 71355  
Marietta, Ga 30007-1355  
(404) 849.2093